

Mediating Impact of Celebrity Endorsement in Relationship of Celebrity Characteristics and Consumers Purchase Intention

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Abstract

The intention of this study is to pinpoint the mediating role of celebrity effective endorsement in effect of celebrity characteristics (credibility, familiarity, brand and clutter) on purchase intentions in Pakistan scenario. Further, to investigate the mean differences of demographic variables with respect to celebrity endorsement, celebrity cluster, purchase intention, attractiveness of celebrity, trustworthy of celebrity, familiarity of celebrity, expertise and brand congruence of Pakistani consumers. Further, this study gives inside of consumer's celebrity perceptions about purchase intention, also critically analyses the relation of celebrity endorsement on purchase intention. Questionnaires were distributed among common consumers from Islamabad, Rawalpindi, Lahore and Karachi and consumer's age was above 16 years. SPSS and AMOS were used to test the model. Descriptive statistics, correlation analysis, hypotheses testing and regression analysis techniques were used to answer the hypotheses. Results indicate that purchase intentions of respondents can be influenced when marketing companies endorse a celebrity in their Ads. Results further indicate that there are significant differences in the demographic variables and the perceptions of Pakistani consumers with the study variables. In Pakistan emotional cultures prevails as people frequently react to the experiences they receive. Thus it is recommended that marketers should be very critical in taking endorsement decision suitable for the culture that this country holds.

Keywords: Pakistan, Celebrity endorsement, Celebrity image, Consumer's celebrity perception, Purchase intention.

Celebrity practice in advertisements is a current strategy, which purpose to get attention, for the aim of recall, or for prolonged association. Clark and Horstmann (2003) suggested that celebrity endorsement is specifically to be monitored for those products which have huge margin on the cost relates to production and on the base of the customer. Briefly, endorsements of celebrity are extra characteristic for nationally advertised goods and afterwards for niche and local market goods and for articles like soft drinks, running shoes, and for that to which the margins of price cost are actually large. Costanzo & Goodnight (2006) observed that marketers suppose that using of celebrity endorser will foster in consumer's mind, connection and match between the celebrity endorser and brand which endorse. According to estimation billions of dollars are spent every year on the celebrity

endorsement. A contract confirms that celebrities play significant role in the advertisement industry. At the present time various firms choose celebrities as the endorser for their campaign of advertisement. In advertising campaigns, use of super stars attracts great attention from the public. A number of scholars e.g. (Miciak & Shanklin, 1994; Charbonneau & Garland, 2006 and Tingchi et al., 2007) proposed that the reputation of celebrity participant would help brands by establishing bright relationships, producing significance for normal products and contributing to recognition of brand name. (Miciak & Shanklin, 1994 & Charbonneau & Garland, 2006) observed that in a crowded environment of media where the advertisers are facing an increase in challenge of drawing consumers' concentration, the celebrities are assumed to have the capability to get through the media clutter and hold spectators attention. Celebrity Endorsement effects the Brand Credibility, which is further an essential element that influences Purchase Intention of consumer (Vien et al., 2017), therefore, this study has its importance to check the mediating role of effectiveness of Celebrity Endorsement in influence of Celebrity characteristics on consumer purchase intention.

There are two most significant parts of directing brand to victory in current competitive environment: effective communication management and strategic positioning (Ohanian, 1991). Companies expending all probable struggles to encourage their brands and to capture the consumers' mind share. Most advertisements generally are focused on customers, they more oriented to new trends, and therefore the youth pays more attention to advertisements and commercials. It is a well-known factor that customers' perception of the celebrity-endorsed form of advertisement is mainly impressive for them and that is why it has a great significance. The underlying question is how firms to encourage their brands, to accordingly increase their incomes and to avoid the risks (Schlecht, 2003 & Sivesan, 2013), can effectively use the lively interest of consumer in "The rich and famous". As first step for answering this question, this research examines the relationships between celebrity endorsement as well as the brand by demonstrating returns and risks of this policy. Then we find the consumer's perception related to the brand celebrity endorses. Finally, models and concepts of successful celebrity branding strategy are discussed.

Jadhav (2017) concludes that celebrity and brands work jointly in synergy to make larger impact on the customers. Shenje (2017) examined that celebrity endorsement is very reputable in current marketing for both growing and advanced nations. Ul Hassan, *et al.* (2014) explained that customers of the brand are much effect by celebrity when they consider that endorser has real affection with brand instead of materialistic gain. Kaur & Grag (2016) supposed that effective celebrity endorsers capture the eyeballs of the current and potential consumers and awaken the interest by getting the concentration of consumers. Malik and Qureshi (2016) examined that inspire a customer to consider a particular

product from a various series of brands, marketing characteristic and metaphors of a brand are harmonized with the celebrity. Koththagoda and Weerasiri (2015) suggested that significance of the value of money consumed over brand ambassadors by firms grasp those brands and the actual worth it adds to top of mind place in customer's minds is very significant. Ahmed et al., (2015) explained that consumers are changing their living styles associated with their preferred personality and this makes a huge effect on the purchasing activities of the customers.

This research examines particular impact of celebrity endorsement on the management of organizing brand. It has established a relationship between celebrity endorsement of brands and brand's power available in market. Current study intends to contribute in existing research on the effectiveness of celebrity endorsement and how it can enhance and influence the consumer decision-making process such as their attitude and purchase intention. In addition, this study tries to investigate how the different dimensions of celebrity advertising in any commercial or advertising leads to influence consumer's decision of purchasing products in the result of inspiring from those celebrities. However, this study also introduces and adding additional variable that is celebrity clutter to know how multiple appearance of any celebrity in any or some different advertising can influence and enhance effectiveness of endorsement that in result relates to motivate customers to purchase any product in future.

Literature Review

Erdogan (1999) explained the celebrities as "those personalities who are reputed in community and are well know by people". They have particular uniqueness as well as features such as magnetism, extraordinary living standard and have special skills which are not common in other people. The significant model forms of celebrities are actors, models, and Sports-men.

As far as now there are many researches are made to pinpoint the shock of celebrity and its appearance in advertising on consumer intentions, attitude, and behavior of purchasing and using products. Since many years researchers have been putting their energies and consuming time to investigate the relationship and effectiveness of celebrity, the factors and attributes of a celebrity and the factors associated with celebrity advertising with the consumer's choice and purchase of products. However, there are very few studies that concentrated on to know the effectiveness of celebrity advertisings effectiveness on purchase intention. Moreover, that topic has also not been deeply investigated specifically in the context of Pakistan. Though there are some studies that have investigated this topic from different angles.

Rafique (2012) studied the factors such as physical attractiveness, source credibility and brand congruity and tested its

relationship with brand and purchase behavior of customers. Their study revealed that, both purchase intention and attitude of customers has been positively influenced and impacted by the selected factors. In addition, that study resulted that there is still a room of improvement for future research by considering not only professionals but large sample of respondents, and by inclusion of other variables in the model. In another study by Daud et al., (2011) which was conducted to know the influence of advertisement on Pakistani youth's life fashion showed high level of association of advertisement with the changing life style of youth, and thus that study suggested that in future study on to see the effectiveness of advertising will be fruitful if conducted with larger sample of respondents and in more than one geographical areas.

Hassan and Bashir (2012) found that advertising and endorsement of celebrities in television commercial only glorify and advertise overweight things; therefore, celebrities are most often disliked by people. That study suggests that, companies must maintain ethics and consumer rights must be protected in order to advertise any product, because people are realistic. However, using Chi square test Hussain and Manzoor (2011) studied specific association of celebrity with the impulse buying of customers and it was found that there is no relationship of celebrity endorsement with impulse buying behavior. Therefore, that study recommends that, attention must be given on pricing and quality of products rather than to spend on celebrity endorsement. For researchers, that study recommends that, further research must be conducted in order to know the true results.

Ghani and Kakakhel (2011) studied the perceptions of youth pertaining to the celebrity endorsement and concluded that it is a (celebrity endorsement) very common marketing and promotion technique in Pakistan; however, celebrity endorsement has the potential to be noticed, but not influence the decision process of consumers. Study found that the purchase decision of consumers is affected by quality and price of products. Study recommends future research will be important to be conducted in more depth on this topic. More specifically, Ahmed et al., (2012) examined the effects of celebrity endorsement on consumers' behavior in respect of buying. They studied and taken into account factors such as product matchup, both celebrity and non-celebrity endorsement products, attitude towards the celebrity, celebrity motivation, and celebrity personality association of consumers and tested their relationship with purchase decisions of consumers. Study revealed that, celebrities positively influence the purchase decisions of consumers, and their endorsements motivate them to purchase products. However, non-endorsed products were not found positively affecting purchase decisions of consumers. Consumers also give preference to product celebrity matchup products as compare to only physical attractiveness of products. Future recommendations of the study suggests that research

must be conducted that how celebrity endorsement effectively effect purchase decisions of consumers.

Shoaib, et al., (2012) investigated the impact of mass media on purchasing behavior of customers that how individuals thinks and perceive, and what are their exposure towards multinational product advertisements in which film stars appears. Study results showed there is positive relationship exist in advertisements pertaining to multinational products/goods and consumers purchase behavior. However, study suggests that relationship of celebrity with product is main thing that a consumer considers. Majeed and Razzak (2011) investigated the influence of electronic media like Television advertisements repetitions, the celebrity endorsement, and perceived quality on the decision of purchase of consumers. Their study revealed that, the advertisement repetition, and quality of product variables positively influence purchase decision or intention of consumers, however celebrity endorsers insignificantly influence purchase decision of consumers. Study suggested that research will be significant if conducted with large sample of respondents, and using more than one product advertisements.

Chan, et al., (2013) examined in their study the influence of celebrity endorsement because of advertisement on brand image. The study was conducted in Chinese context. In this study 76 adolescents having age from 13 to 19 years were taken into account. The outcome of the study demonstrated that respondents were well capable to remind celebrity endorsers whom they understand attractive and costly. Graeff (1966) proposed that the congruence among the customer's self-concepts and products will direct to favorable Brand Attitude as well as Purchase Intention. Pornpitakpan (2004) suggests that celebrity endorser effect provide clear info about promoting of brand and creating responsiveness for brand by characteristics of celebrity, attractiveness, credibility, and image congruence. Rizwan et al., (2015) conclude that the celebrity endorsement has strong impact on consumers as per their thoughts and buying intention. Hung (2014) conclude that Celebrity Endorsements is a strongly effective approach for company to increase the consumer interests and make brand loyalty in clutter marketplace. Kaikati, (1987) explained that celebrities are more effective on holding the concentration of the customers by all of the clutter of the competing ads.

Friedman and Friedman (1979) explained that celebrity endorser as a personality who is reputed among people for success in the product class endorsed. Brajesh and Gouranga (2011) concluded that confining advertisement is also prepared by endorsers, which create positive results to advertisement and purchase intentions at large scale. Randhawa et al., (2014) analyzed the factors which encourage and impact of purchase attitude of consumers at Shimoga and also researched the consumer observation on endorsement of celebrities in advertisement. The study got that celebrity endorsement increases product information and creates understanding among customers.

Sultan and Mannan (2015) examined the impact of celebrities, who are acting in electronic media i.e. television, on buying behavior in respect of consumer from telecom customers living in Karachi, Pakistan. They used correlation and regression analysis and examined different attributes related to celebrity endorsement in their research and found that all attributes are demonstrating their significant influence on buying behavior for consumer of telecom sector. Wu (2015) examined the influence of consumers’ approach pertaining to brand image, celebrity (athletes) endorsement on purchase behavior of consumer. The outcome of the study demonstrated that these consumers’ approaches have positive influence on purchase intention of consumers.

In summation to the research conducted on celebrity advertisement and its effectiveness on purchase decisions or intentions in Pakistani context, results and findings varies and are not in line with the true essence of research that is needed to be conducted on to know more comprehensively and broadly on the topic selected in current study. Therefore, there is a dire need that in depth analysis and investigation must be done to understand the role of celebrity endorsement and its influence on the purchase intention.

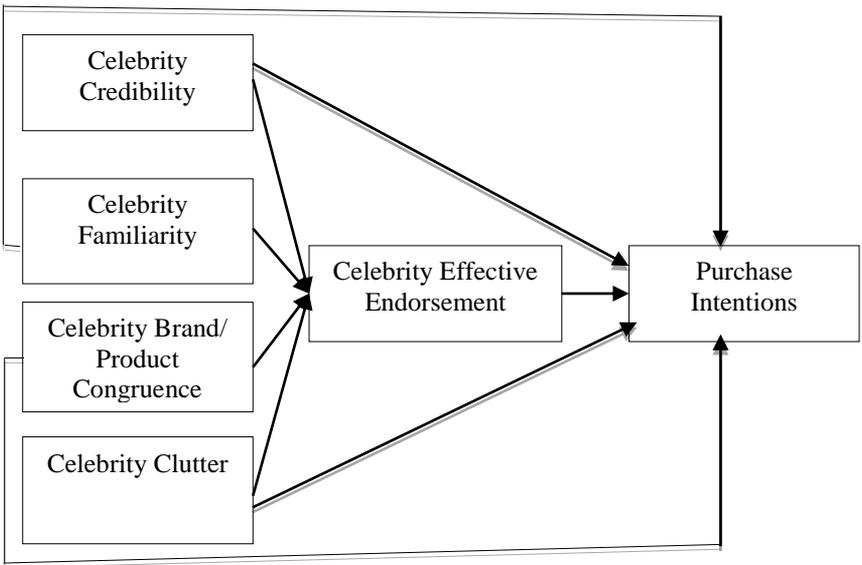


Figure 1. Theoretical Framework

On the bases of above discussed literature review, the following hypotheses are developed which explain the direct and indirect relationship between the variables:

H1: Celebrity credibility has positive impact on effective celebrity endorsement.

H2: Celebrity familiarity has positive impact on effective celebrity endorsement.

H3: Celebrity products/ brand congruence has positive impact on effective celebrity endorsement.

H4: Celebrity clutter has negative impact on effective celebrity endorsement.

H5: Celebrity credibility has positive impact on purchase intention.

H6: Celebrity familiarity has positive impact on the purchase intention.

H7: Celebrity products/ brand congruence has positive influence on consumer purchase intention.

H8: Celebrity clutter has negative impact on the purchase intention.

H9: The effective celebrity endorsement has positive impact on purchase intentions.

H10: Higher the celebrity credibility higher will be the purchase intention mediate by celebrity effective endorsement.

H11: Higher the celebrity familiarity higher will be the purchase intention mediate by celebrity effective endorsement.

H12: Higher the celebrity products/ brand congruence higher will be the purchase intention mediate by celebrity effective endorsement.

H13: Lower the celebrity clutter higher will be the purchase intention mediate by celebrity effective endorsement.

Research Methodology

The research design of this study was descriptive and causal research design. The primary data for empirical study was gathered by questionnaire among the 2083 respondents of dissimilar demographic, age groups, professional and qualification basis. The target population for this research was included common consumers from Rawalpindi, Islamabad, Lahore & Karachi and consumer age was above 16 years. In this research, to include respondent above 16 years old the reason was because this group make purchases with somewhat independency. Below age were not considered independent to make purchases therefore below age were excluded from this research (Sharma & Sonwaney, 2014). For this study the probability technique employed contains of multi cluster two stage area sampling and systematic sampling. Explanatory variable included in this study have been measured by using 5-point Likert scale ranging 1 to 5 (1 is for strongly disagree, 2 is for disagree, 3 is for Neutral, 4 is for Agree and 5 for the strongly disagree) except demographic variables. Primary data in this research was gathered through a structured questionnaire survey at the markets of Rawalpindi, Islamabad, Karachi and Lahore. For getting respondents answers the questionnaire was personally handed over to the general public. Moreover, the following products have been taken into account, which are associated with different Pakistani celebrities.

Table 1. Showing Products associated with celebrities

Celebrity		Brand/Product
Sanam Saeed	Pakistani actress, singer and former model	U-fone, Nestle, Pepsi, Lifebuoy, National, Max
Shahid Afridi	Pakistani Cricketer	Q-Mobile, Fair & Lovely, Warid, Pepsi, Haier Mobile, Head & Shoulder, Dettol. HBL
Fahad Mustafa	Pakistani film and television actor, producer and host	Harpic, Kolson, Service, Q-Mobile, MAX Lemon, Tarang, Phoenix Batteries, HBL
Mahira Khan	Pakistani Actress	Nestle, TUC, Coca Cola, Lux, Kashmir, Nesvita, HUAWEI

After the gathering of data, arranging of data and then compiled of data in the form of a data sheets of SPSS and AMOS software. Confirmatory factor analysis (CFA) and reliability analysis were used to test the instrument validity.

Data Analysis and Results

Table 2. Descriptive Statistics and Correlation Matrix

Variables	Mean	St. Dev	1	2	3	4	5	6
1. END	3.27	1.056	1					
2. CL	3.92	1.055	-	1				
			.288*					
3. PI	3.89	1.051	.398*	-.311*	1			
4. CR	3.85	1.076	.071*	.077*	.151*	1		
5. FM	3.99	1.062	.068*	.246*	.050*	.003*	1	
6. CONG	3.59	1.175	.018*	.278*	.163*	.375*	.294*	1

** Correlation is significant at the 0.01 level (2-tailed), * Correlation is significant at the 0.05 level (2-tailed)

END = Endorsement, CL = Clutter, PI = Purchase Intention, CR = Credibility, FM = Familiarity, CONG = Congruence.

Table 2 indicates the mean and standard deviation for celebrity endorsement, clutter, purchase intention, credibility, familiarity and brand congruence. The highest mean value is for familiarity i.e. 3.99 with the standard deviation of 1.062 and the lowest mean value is for endorsement i.e. 3.27 with the standard deviation of 1.056. Mean values for celebrity clutter, purchase intention, credibility and brand congruence are 3.92, 3.89, 3.85 and 3.59 with the standard deviation of 1.055, 1.051, 1.076 and 1.175 respectively.

Structural Equation Modeling - Direct Effect without Mediation

Structural Equation Modeling was used to explain the multivariate hypotheses about the interdependent variables of the study. Figure of SEM and illustration is given below:

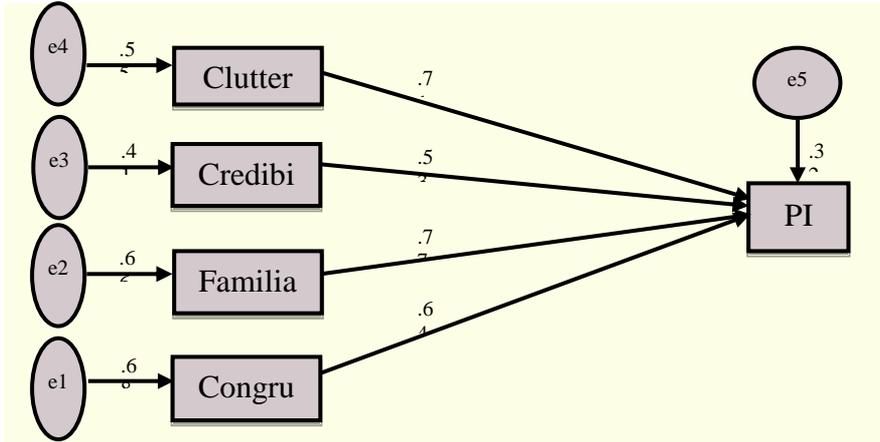


Figure 2. Structural Equation Model: Direct Effects without mediation

Table 3. Regression Weights: (Direct Effects) IVs on DV

	Variables	Estimate	P-Value	Hypothesis Support
Purchase Intention	← Celebrity Credibility	0.53	0.000	H5 is Accepted
Purchase Intention	← Celebrity Product Congruent	0.64	0.000	H7 is Accepted
Purchase Intention	← Celebrity Clutter	0.71	0.000	H8 is Accepted
Purchase Intention	← Celebrity Familiarity	0.77	0.000	H6 is Accepted

Figure 2 illustrates structural equation modeling for direct effect of clutter, credibility, familiarity and congruence on purchase intention. Figure depicts that the independent variables have a significant positive impact on consumer purchase intention along with the structural error terms. It is clear from the figure that 1 unit standard deviation in celebrity clutters brings 0.71 units change in purchase intentions of respondents. In other word 1% change in celebrity clutters changes purchase intentions by 71%. Similarly, 1 unit standard deviation in celebrity credibility changes respondent’s purchase intentions by 0.53 units, i.e. 1% change in celebrity credibility changes purchase intentions up to 53%. In addition, 1 unit standard deviation in celebrity familiarity and congruence deviate respondent’s purchase intentions by 0.77 and 0.64 units, respectively.

Which means that if celebrity familiarity and congruence are changed by 1%, they bring about 77% and 64% change in purchase intentions, respectively. Thus, these results favor the hypotheses that celebrity clutter, credibility, congruence and familiarity has significant impact on purchase intentions.

Structural Equation Modeling- Indirect Effect with Mediation

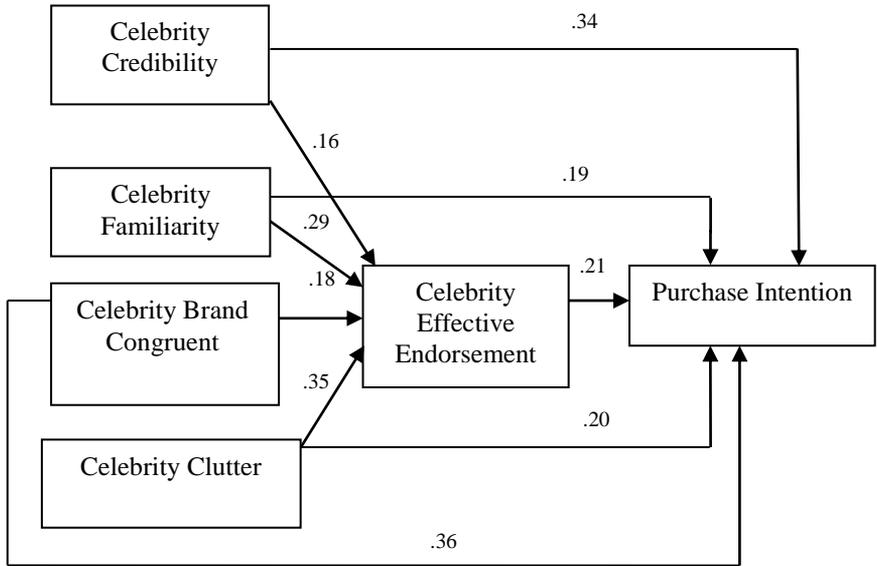


Figure 3. Structural Equation Model: Indirect Effects with mediation

Table 4. Regression Weights: (Indirect Effects)

	Variables	Estimate	P-Value	Hypothesis Support
Celebrity Effective Endorsement ←	Celebrity Credibility	0.16	0.004	H1 is Accepted
Celebrity Effective Endorsement ←	Celebrity Product Congruent	0.18	0.003	H3 is Accepted
Celebrity Effective Endorsement ←	Celebrity Clutter	0.36	0.000	H4 is Accepted
Celebrity Effective Endorsement ←	Celebrity Familiarity	0.29	0.000	H2 is Accepted
Purchase Intention ←	Celebrity Effective Endorsement	0.21	0.000	H9 is Accepted

Figure 3 illustrates the Structural Equation Modeling (SEM) for mediation regression. This figure explains the significant changes in

relationships among variables of study as compared to that for simple regression. It is clear from the above figure that a 1 unit standard deviation in celebrity credibility brings 0.16 units change in celebrity effective endorsement and this change in mediator brings 0.21 units change in purchase intentions. 1 unit standard deviation in celebrity familiarity brings 0.29 units change in effective endorsement, ultimately 1 unit change in effective endorsement change the purchase intentions of respondents by 0.21 units. Similarly, standard deviation by 1 unit in celebrity congruence and clutter changes effective endorsement by 0.18 and 0.35 units, respectively. Furthermore, 1 unit change in effective endorsement changes purchase intentions of 0.21 units. It shows that effective endorsement has a significance of changing the purchase intentions due to celebrity credibility, familiarity, clutter and congruence.

To test the direct effects of independent variables on purchase intentions, regression tests were applied. It has been illustrated that when celebrity credibility was regressed again purchase intention, estimated value was found to be 0.16with a significance of 0.004 ($p < 0.01$), which means that credibility is positively and significantly influencing the purchase intentions. For regression analysis, among congruence and purchase intentions, estimate value was 0.18 with a significance of 0.003 ($p < 0.05$) showing that congruence has a significant and positive influence on purchase intentions. Estimate value for celebrity clutter was 0.360with a significance of 0.000 ($p < 0.01$), indicating a strong influence of celebrity clutter on respondent’s purchase intentions. Similarly, celebrity familiarity, as a result of regression analysis, was found to have a significant impact on purchase intentions with estimating value as 0.29 with a significance of 0.00 ($p < 0.05$). The results of regression analysis lead to the exception of hypotheses H5, H6, H7 and H8 as shown in Table 14.

Table 5. Comparison of Direct and Indirect Effects

Variables	Direct Effects		Indirect Effects		Hypothesis Support
	Estimate	P-Value	Estimate	P-Value	
Purchase Intention ← Celebrity Credibility	0.188	0.002	0.20	0.0064	H10 is accepted
Purchase Intention ← Celebrity Familiarity	0.248	0.033	0.303	0.0064	H11 is accepted
Purchase Intention ← Celebrity Product Congruent	0.224	0.041	0.345	0.032	H12 is accepted
Purchase Intention ← Celebrity Clutter	0.380	0.000	0.40	0.096	H13 is accepted

Table 5 illustrates comparison of direct and indirect effect, the result shows that there was a significant relationship between celebrity

credibility and purchase intention at the estimate value of 0.188, significant at 0.002 ($p < 0.05$). However, this relationship was further improved and estimate value was increased up to 0.20 significantly at 0.0064 ($p < 0.05$), when a mediator “celebrity endorsement” was added. It means that the direct relationship was further enhanced through the mediating role of celebrity endorsement. The mediation by “celebrity endorsement” also enhanced the relationship between celebrity familiarity and purchase intention from estimate value 0.248 (significant at 0.033, $p < 0.05$) to estimate value of 0.303 (significant at 0.0064, $p < 0.05$). The significant estimate value of direct effect between celebrity Product Congruent and Purchase Intention was increased from 0.224 to 0.345. Similar, the direct effect of celebrity clutter and purchase intention was further improved when estimated value was increased in indirect effect from 0.380 to 0.40 due to mediation. The findings clearly indicate that although there is a significant impact of celebrity credibility, congruence, familiarity and clutter on respondents purchase intentions, however, this relationship can be further enhanced when effective celebrity endorsement plays a significant mediating role, as per hypothesized in current research.

The results of this study are aligned with the proposal of Choi et al. (2005) that celebrity endorser’s credibility has positive impact on the customer intention to purchase. Tan (2011) also elucidates that customers are normally convinced to buy brands that are endorsed by credible celebrity. Ahmed et al. (2012) imagine that celebrities are used by companies to increase the brands of the firms and save assets in creating credibility. Furthermore, the previous study conducted by Chaudhary and Asthana (2015) concluded in their research that the effectiveness of celebrity endorsements catches the attention of public and boost sales while buying product endorsed by a celebrity, creates familiarity sense with the product and also refreshes memory of a product. Kumar (2010) found in his study that the familiarity of the celebrity has the great effect on the buying attention. The results of this study are also aligned with aforesaid discussion.

The results of study are showing the significance influence of celebrity characteristics on celebrity effective endorsement and consumer purchase intention. Moreover, celebrity effective endorsement also influences significantly the consumer purchase intention. These results are fulfilling the condition of mediating effect of celebrity effective endorsement in effect of celebrity characteristics on consumer purchase intention (Baron & Kenny, 1986).

It is clearly indicated by the findings of this research that when marketing corporations endorse a celebrity in their Ads then respondents purchase intentions can be influenced. Celebrity attractiveness can increase the respondents’ willingness to buy any specific product (Hovland, Janis & Kelley, 1953; Ohanian, 1990 & McGinnies & Ward, 1980). Culture can be again the reason that prevails in Pakistan as here

people are conscious about status and want to keep their selves up-to-date by following celebrities in what they are eating, wearing, their dresses and make ups and to project themselves as a part of high status societies. Furthermore, when celebrities seem to use any brand in advertisement people because of their trust on some celebrities follow them. Celebrity being endorsed in Ads is also using the similar product or brand audience has this perception by default. A study was conducted by Vien et al., (2017) in Malaysia to check the effect of Celebrity Endorsement on Brand Attitude and Purchase Intention. The results are matched with this study while disclosing that Celebrity Endorsement has positive influence on Purchase intention.

Conclusion

The current study is conducted to investigate how purchase intentions can be influenced by celebrity characteristics such as celebrity credibility, familiarity, congruence, and clutter. Another purpose of this research was to study the mediating role of celebrity endorsement in changing the purchase intentions of respondents. The study indicates that celebrity endorsement can be effective for increasing respondent's willingness because when a celebrity appears in Ads, audience associates the brand and celebrity and based on likeliness for that celebrity, the audience decides to purchase that product (Mowen & Brown, 1981). The result further indicates that yes there are differences in the perceptions of male and female, celebrity and non-celebrity, city, education, different age brackets, profession, medium of advertisement and influence celebrity with respect to celebrity endorsement, celebrity cluster, purchase intention, celebrity attractiveness, trustworthy of celebrity, celebrity familiarity, expertise and brand congruence. In literature same were the findings of earlier studies conducted by different researchers available (Rafique, 2012; Chan, Hung, Tse & Tse, 2008).

The results of the study are practically significant for marketers to take into account while preferring a celebrity for advertisement. Firstly, the influence of each attribute on purchase intentions in respect of consumers has been captured in this study, which is conducive for the marketers to select the celebrities as per essential attributes requisite to impact on targeted population. Furthermore, the results are also helpful for the marketers to select the celebrity for advertisement of their product.

This study was limited to few cities only due to cost constraint and paucity of time; in whole Pakistan it can be conducted. Further, the study was confined to the 2083 respondents in few cities; extensive study could be possible with more responses. This study open new directions in the field of research manipulation of facial expressions and that these feelings can become the basis of judgments. The same study may also be conducted by controlling the demographic variables (Educational level, Age, Gender, occupation of the respondents).

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